

# SPORTS MEDIA & COMMUNICATION

## Description

A national leader in collegiate athletics, the University of Nebraska–Lincoln attracts many students who have a strong interest in sports. The sports media and communication major provides students a unique opportunity to fulfill their aspirations of pursuing a career in sports without being a competitive athlete. Students start by creating a strong foundation of sports knowledge and skills from a variety of perspectives, including journalism, broadcasting, advertising, public relations, and marketing. Students then have the ability to add depth in their upper-level electives.

The college has offered sports courses for decades, including courses in sports broadcasting, sports writing, and sports media relations and promotion, and it has produced highly successful alumni working in sports for major media organizations across the United States. Faculty have built relationships with sports media organizations that provide special learning opportunities for students, such as ESPN, FOX Sports University, BigTen Network, Special Olympics, as well as local stations and agencies.

The sports media and communication major offers a plethora of employment opportunities for students, including jobs in sports journalism, sports announcing, sports information, sports marketing, sports event planning, sports community relations, graphic and Web design in sports, multimedia storytelling in sports, and sports media entrepreneurship.

The faculty, with many professional contacts both locally and nationwide, actively help students find jobs within the state and throughout the country. Students interested in majoring in sports media and communication should contact the college office in 147 Andersen Hall, 402-472-3041.

## College Requirements

### College Admission

The entrance requirements for the College of Journalism and Mass Communications are the same as the admission requirements for the University of Nebraska–Lincoln.

These include:

- English (4 units)
- Mathematics (4 units)
- Social studies (3 units)
- Natural sciences (3 units)
- Foreign language (2 units)

One unit equals one year of high school credit. Students with one deficiency, two deficiencies but not in the same category, or two deficiencies in a foreign language who receive a Deferred Admission or Admission by Review, may be considered for admission to the college. Students who are admitted through the Admission by Review process with core course deficiencies will have certain conditions attached to their enrollment at the University of Nebraska–Lincoln. These conditions are explained under Admission to the University, Removal of Deficiencies. High school deficiencies must be removed during the first 30 credit hours

of enrollment at Nebraska (60 hours for foreign language) or the first calendar year, whichever takes longer.

### Admission Deficiencies/Removal of Deficiencies

You must remove entrance deficiencies in geometry and foreign language before you can graduate from the College of Journalism and Mass Communications.

### Removing Foreign Language Deficiencies

A student will need to complete the second semester of the first-year language sequence to clear the deficiency and the second semester of the second-year language sequence to complete the college graduation requirement in language.

### Removing Geometry Deficiency

A deficiency of one year of geometry can be removed by taking two math courses approved by the College of Journalism and Mass Communications.

### Admission GPA

Any student transferring into the college must have at least a 2.0 GPA. A student with 12 or more hours of college credit must have at least a 2.0 GPA to be admitted or readmitted to the College of Journalism and Mass Communications.

### Readmission

A student who left the University not in good standing (below a 2.0 grade point average) may be readmitted in the Explore Center. Such a student would be eligible to reenter the College of Journalism and Mass Communications upon attaining a 2.0 cumulative GPA. This student would follow the catalog in effect at the time of the transfer from the Explore Center to the college.

### Other Admission Requirements

#### Students from other Colleges

College of Journalism and Mass Communications courses will be restricted to College of Journalism and Mass Communications majors except where stipulated differently. Students from colleges and departments with a written agreement with the College of Journalism and Mass Communications will be exempt from this policy. Permission may be granted by an associate dean of the College of Journalism and Mass Communications in special circumstances following the directives provided by the faculty in these matters. Details about agreements with programs outside the College of Journalism and Mass Communications are listed on the college's website (<https://journalism.unl.edu/non-majors/>).

### ESL Students

Applicants who speak English as a second language must present a TOEFL score of 70 or higher, which includes a subscore of at least 20 on the writing test. Additionally, broadcasting majors must present a score of at least 45 on the Test of Spoken English.

## College Degree Requirements

### College General Education Requirements

To graduate with a bachelor of journalism degree, students must complete requirements from the following areas:

- the University ACE requirements
- the requirements for a major offered by the college
- the non-major requirements that are specific to the college

All College of Journalism and Mass Communication students must complete the University ACE requirements. For the ACE 3 requirement, students must complete a statistics course from the following options: STAT 218 or CRIM 300 or ECON 215 or EDPS 459 or SOCI 206.

## College Non-Major Requirements

The college non-major requirements (NMR) are designed to further the purposes of liberal education by encouraging study in several different areas. Courses satisfying these requirements may impart specialized knowledge or broadly connect the subject matter to other areas of knowledge.

### Group 1—Second Group of ACE

The college requires a second set of ACE 1 and ACE 3–9 courses beyond the ACE courses required by the university. The ACE 4 course in Group 1 must include a lab. The second ACE 3 includes MATH 103 as an option. The second ACE 9 is a human diversity in the U.S. communities course selected from a set of approved courses as listed in the degree audit.

### Group 2—72 Hours of Liberal Arts

Candidates for the bachelor of journalism degree must abide by the Accrediting Council on Education in Journalism and Mass Communication accrediting guidelines, which require 72 semester hours be completed outside the college in subjects approved by the University of Nebraska–Lincoln as liberal education/liberal arts courses and traditional liberal arts and sciences courses. All ACE courses from outside the College of Journalism and Mass Communications, and all traditional liberal arts courses (departments identified in the degree audit) will apply to Group 2, along with non-vocational ALEC courses, College of Business courses and College of Fine and Performing Arts courses and any from NUTR, HRTM, and TMFD, unless specifically excluded. These 72 hours of liberal education/liberal arts courses are identified as Group 2.

Students graduating with 120 hours can take a maximum of 48 hours in the College of Journalism and Mass Communications. Students may take additional hours in the college, but those hours will be in addition to the 120 hours required to graduate.

### Group 3—Minor Outside of the College

CoJMC majors must complete one minor or an approved University of Nebraska–Lincoln undergraduate certificate of 12 or more credit hours **outside** the College of Journalism and Mass Communications. Students may complete more than one minor or certificate if they wish.

Generally, CoJMC courses will not count toward a minor or certificate outside the college unless the course is approved as part of the minor, certificate or the department offering the minor approves the substitution. The CoJMC course that was substituted cannot be a required course in the CoJMC major and cannot count toward the total number of hours in the CoJMC major.

Students have the option to complete an inter-college major in the College of Arts and Sciences in lieu of a minor, certificate or a dual matriculation with any other University of Nebraska–Lincoln college. Students who dual matriculate must fully complete all degree requirements of both colleges.

### Group 4—Languages—Classical and Modern: 0-6 or 10 hours

A student who has completed the fourth-year level of one foreign language in high school is exempt from the languages requirement. All foreign language courses, as well as American Sign Language courses, will also count in Group 2.

### Options for completion of language requirement:

1. Regular four-semester sequence: 101, 102, 201, and 202 (5, 5, 3, 3 hours for a total of 16)
2. Three-semester sequence: 101, 102, and 210 (5, 5, 6 hours for a total of 16)
3. Students who have completed at least two years of one foreign language in high school may satisfy the college's foreign language requirement by completing 101 and 102 in a different foreign language.
4. Students who have not taken four years of the same foreign language in high school but who complete the Modern Language Placement Exam and are placed into 203 (or higher) of that language are exempt from the foreign language requirement without credit toward the degree.

Students who have taken three years or fewer of a foreign language in high school should contact the Department of Modern Languages and Literatures for recommended placement.

A student who achieves a specified scaled score in the College Level Examination Program (CLEP) subject exam in French, German and Spanish, Levels 1 and 2, may be exempted from the language requirement and may also receive credit for the fourth semester course in the language. Students who want to exercise this option must receive permission from an associate dean of the College of Journalism and Mass Communications.

A student who has demonstrated acceptable proficiency in a language other than English is exempt from the foreign language requirement without credit toward the degree (for example, international students who completed high school outside the United States). The student's academic advisor will determine whether a placement exam administered by the Department of Modern Languages and Literatures is necessary.

### Group 5

At least 30 of the 120 semester hours of credit must be in courses numbered above 299.

## Minimum Hours Required for Graduation

A minimum of 120 semester hours of credit is required for graduation from the College of Journalism and Mass Communications.

## Grade Rules

### C- and D Grades

The college will accept no more than 15 semester hours of grades less than a C from any program outside the University of Nebraska system. No grades less than a C will count toward a CoJMC major. The college will honor minimum grade requirements stipulated by departments offering minors outside the college.

### Pass/No Pass

The college will accept up to 24 hours of Pass/No Pass courses toward a bachelor of journalism degree, subject to the limits stated below.

All courses in the College of Journalism and Mass Communications must be taken for grade only unless otherwise specified. This applies to both majors and non-majors.

The Pass/No Pass (P/N) option is designed to be used by students seeking to expand their intellectual horizons by taking courses outside

the college in areas where they may have minimum preparation without adversely affecting a student's grade point average.

1. Neither a P (pass) nor an N (no pass) contributes to a student's GPA.
2. P is interpreted to mean a grade of C or better. A student who earns a C- or lower will receive a grade of N.
3. The 24-hour college limit does not include courses offered on a Pass/No Pass only basis or AP credit. This limit does apply to transfer courses from UNO, UNK, UNMC, and other institutions.
4. P/N hours can count toward fulfillment of group requirements up to the 24-credit hour maximum (if the course is eligible as a P/N course).
5. Students may change from graded to P/N or vice versa only until halfway through the course. In either case, they must speak with an advisor before doing so.

## Residency

Students must complete at least 30 of the 120 total hours for their degree at Nebraska. Students must complete at least half of their major coursework including 6 hours above 299 in their major, and 15 of the 30 hours required above 299 in residence. Students transferring hours into the advertising and public relations, broadcasting, journalism, or sports media and communication majors must meet additional requirements, which are described under Transfer Credit Rules. To encourage participation in international study, the college accepts all prior-approved education abroad credits as hours in residence.

## Transfer Credit Rules

The goal of the following policy is to ensure that students from other campuses meet the same standards required of students who take all their courses at the University of Nebraska–Lincoln's College of Journalism and Mass Communications.

The college will accept up to 6 hours in journalism and mass communications courses taken at institutions that do not have an ACEJMC-accredited journalism and mass communications program. Students must take the remainder of the required hours in their ADPR, BRDC, JOMC, JOUR, or SPMC courses from the University of Nebraska–Lincoln. All students must complete the college's capstone course designated for their major. At the University of Nebraska–Lincoln, students from ACEJMC-accredited programs may request equivalency reviews of the required courses at those schools. Degree candidates must accumulate 72 credit hours of non-journalism and mass communications classes. These are to be selected from ACE courses outside of journalism and mass communications courses or courses in disciplines listed as Liberal Education/Liberal Arts, which includes non-vocational ALEC courses, College of Business courses and College of Fine and Performing Arts courses.

Credit for courses taken at foreign universities and colleges will be transferred only after evaluation by the associate dean. This evaluation may include examination of the student over subject matter studied at the foreign institution.

## ACE Requirements

All students must fulfill the Achievement-Centered Education (ACE) requirements. Information about the ACE program may be viewed at [ace.unl.edu](http://ace.unl.edu) (<http://ace.unl.edu>).

## Catalog Rule

Students who left the university in good standing may be readmitted to the College of Journalism and Mass Communications and they may choose the catalog under which they wish to graduate according to the following guidelines:

1. Students must fulfill the requirements stated in the Undergraduate Catalog for the year they enter the College of Journalism and Mass Communications or in any subsequent catalog published while they are enrolled in the college.
2. No returning student may use a catalog that is 10 years old or older. In addition, any student seeking graduation credit for a College of Journalism and Mass Communications course taken more than 10 years prior to graduation must demonstrate mastery of the material currently included in that course at the proficiency level satisfactory to the associate dean and one or more faculty members qualified to teach the course in question. Students unable to demonstrate satisfactory mastery of the course material will be required to repeat the original course or a corresponding contemporary course designated by the college's advisory committee, if the original course is no longer offered.

## Learning Outcomes

Graduates of sports media and communication will be able to:

1. Understand and apply the principles and laws of freedom of speech and press as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
2. Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
3. Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
5. Understand concepts and apply theories in the use and presentation of images and information.
6. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
7. Think critically, creatively and independently.
8. Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
9. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
10. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
11. Apply basic numerical and statistical concepts as well as tools and technologies appropriate for the communications professions in which they work.
12. Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

## Major Requirements

The courses required for a 43-hour major in sports media and communication are as follows:

### Specific Major Requirements

JOMC 100	The First Year Experience	1
JOMC 101	Principles of Mass Media	3
JOMC 130	Introduction to Design Thinking	1
JOMC 131	Visual Communication Core Modules I	1
JOMC 132	Visual Communication Core Modules II	1
JOMC 133	Visual Communication Advanced Modules	1
JOMC 134	Visual Communication Project	2
JOMC 20	Professional Development/Sophomore Experience	0
JOUR 200A	Fundamentals of Editing and Reporting I	3
SPMC 150	Introduction to Sports Media and Communication	3
SPMC 250	Beginning Sports Writing for News and Promotion	3
SPMC 350	Sports Data Visualization and Analytics	3
SPMC 450	Sports Media and Communication Capstone	3
ADPR 464 / SPMC 464	Sports Media Relations & Promotions	3
JOMC 486	Mass Media Law	3
JOMC 487	Media, Ethics and Society	3
<b>Electives</b>		<b>9</b>
Select 9 hours of electives from courses offered within the college.		
Credit Hours Subtotal:		43
Total Credit Hours		43

Students may complete additional majors in the College of Journalism and Mass Communications by completing all requirements for each major. However, the additional major(s) in the college will not take the place of a concentration or any of the 72 hours required outside the college.

Graduating seniors also must complete JOMC 98 Senior Assessment. Typically, JOMC 98 is taken in the last semester.

## Additional Major Requirements

### Internship Policy

Students may be able to earn credit for internships under certain circumstances. The complete internship policy can be found at <https://journalism.unl.edu/internship-policy>. A maximum of 3 credits in internship can count towards the degree.

### Credit in Special Experiences

Students may earn up to 6 credit hours toward the degree in some courses, including Jacht, National Student Advertising Competition, Bateman Competition, photojournalism projects and depth reports. Students may repeat the same course again for additional credit hours, but those credits will not count toward the degree inside or outside the major. Talk with an academic advisor for further information or specific questions.

### SPMC 150 Introduction to Sports Media and Communication

**Description:** Examines the primary concepts and conflicts in contemporary sports communication.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Prerequisite for:** ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350; ADPR 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362; ADPR 429; ADPR 439; ADPR 481; ADPR 484; BRDC 328; BRDC 329; BRDC 359; BRDC 372; BRDC 375; BRDC 376; BRDC 429; BRDC 477; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 326; JOUR 346; JOUR 408; SPMC 250; SPMC 350; SPMC 450; SPMC 460

### SPMC 189H Issues and Ethics in Sports: Cheaters, Billionaires and Mega Media: American Sports in the 21st Cent

**Prerequisites:** Good standing in the University Honors Program

**Description:** Examine issues and ethics in a variety of sports institutions, including college and professional sports, the media, the business of sports, and the role fans play in these dynamics.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Offered:** FALL

**ACE:** ACE 8 Civic/Ethics/Stewardship

### SPMC 191 Special Topics

**Notes:** 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree

**Description:** Topics vary each term.

**Credit Hours:** 1-4

**Min credits per semester:** 1

**Max credits per semester:** 4

**Max credits per degree:** 12

**Grading Option:** Graded with Option

### SPMC 250 Beginning Sports Writing for News and Promotion

**Prerequisites:** SPMC 150 and JOUR 200A with grade of C or better in both.

**Description:** Introduction to a variety of writing styles and techniques to develop effective sports-oriented communications for diverse audiences and media.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Offered:** FALL/SPR

**Prerequisite for:** ADPR 323; ADPR 329; ADPR 333; ADPR 339; ADPR 350; ADPR 357; ADPR 358; ADPR 360; ADPR 361; ADPR 362; ADPR 429; ADPR 439; ADPR 481; ADPR 484; BRDC 328; BRDC 329; BRDC 359; BRDC 372; BRDC 375; BRDC 376; BRDC 429; BRDC 477; JOMC 352; JOUR 302; JOUR 303; JOUR 304; JOUR 305; JOUR 307; JOUR 326; JOUR 346; JOUR 408; SPMC 350; SPMC 450; SPMC 460

**ACE:** ACE 1 Writing

**SPMC 291 Special Topics**

**Notes:** 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree

**Description:** Topics vary each term.

**Credit Hours:** 1-4

**Min credits per semester:** 1

**Max credits per semester:** 4

**Max credits per degree:** 12

**Grading Option:** Graded with Option

**SPMC 350 Sports Data Visualization and Analytics**

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher

**Description:** Using brainpower and software to understand and analyze raw data related to sports.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**Offered:** FALL/SPR

**Prerequisite for:** SPMC 460

**SPMC 391 Special Topics**

**Notes:** 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree

**Description:** Topics vary each term.

**Credit Hours:** 1-4

**Min credits per semester:** 1

**Max credits per semester:** 4

**Max credits per degree:** 12

**Grading Option:** Graded with Option

**SPMC 450 Sports Media and Communication Capstone**

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; senior standing and permission code

**Description:** Apply sports media and communication skills and knowledge to a team- and project-based learning challenge that culminates in a real-world presentation or publication.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**ACE:** ACE 10 Integrated Product

**SPMC 460 Advanced Sports Data Analysis**

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; SPMC 350 or JOUR 307; junior standing

**Description:** Study the problems of classification, the issues involved and the steps to apply machine learning to problems in communicating sports data. Specific focus is on creating explanatory content - written and graphical - using predictive algorithms applied to games, leagues and sports gambling.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**SPMC 464 Sports Media Relations & Promotions**

**Crosslisted with:** ADPR 464, ADPR 864, SPMC 864

**Prerequisites:** JOMC 101, JOMC 130-134, JOUR 200A with a C or higher; ADPR 151, ADPR 221, ADPR 283 or BRDC 227, BRDC 269, BRDC 260 or SPMC 150, 250 or JOUR 200B with a C or higher; junior standing

**Description:** Issues in sports media relations and integrated marketing communications. Background of the unpredictable nature of the sports industry and the relationships with its various publics and the media.

**Credit Hours:** 3

**Max credits per semester:** 3

**Max credits per degree:** 3

**Grading Option:** Graded

**SPMC 491 Special Topics**

**Notes:** 12 hours max special topics hours at all levels (100, 200, 300, 400) per degree

**Description:** Topics vary

**Credit Hours:** 1-4

**Min credits per semester:** 1

**Max credits per semester:** 4

**Max credits per degree:** 12

**Grading Option:** Graded with Option

**SPMC 496 Independent Study in Sports Media and Communication**

**Prerequisites:** Permission

**Description:** Independent study; topic and assignments to be arranged between a student and supervising faculty member.

**Credit Hours:** 1-24

**Min credits per semester:** 1

**Max credits per semester:** 24

**Max credits per degree:** 24

**Grading Option:** Graded with Option

**SPMC 499H Honors Course**

**Prerequisites:** Good standing in the University Honors Program or by permission

**Notes:** Candidate for degree with distinction or high distinction or highest distinction in the College of Journalism and Mass Communications.

**Description:** Independent research/creative activity project; topics vary.

**Credit Hours:** 1-4

**Min credits per semester:** 1

**Max credits per semester:** 4

**Max credits per degree:** 4

**Grading Option:** Graded

**PLEASE NOTE**

This document represents a sample 4-year plan for degree completion with this major. Actual course selection and sequence may vary and should be discussed individually with your college or department academic advisor. Advisors also can help you plan other experiences to enrich your undergraduate education such as internships, education abroad, undergraduate research, learning communities, and service learning and community-based learning.